

Dove Valley Townhomes Minor General Plan Analysis & Justification

I. Introduction

The subject property, consisting of approximately 14.39 gross acres just east of the intersection of Scottsdale Rd and Dove Valley Rd. is currently designated Commercial on the City of Scottsdale (the "City") Conceptual Land Use Map in the General Plan. This request is to change the Property's current land use designation from Commercial to Urban Residential to ultimately allow the development of a townhome project.

The Property is located within Planning Zone E. The Property is also designated as Resort Village on the Character Types Map of the Character and Design Element of the General Plan.

This request is considered a Minor Amendment to the General Plan based on the criteria adopted by the City Council on February 6, 2001. The proposed land use change is appropriate based on its' consistency and compatibility with the Guiding Principles and Elements of the General Plan.

The Project implements many of the values, visions, goals and policies contained in the General Plan, by specifically providing buffering and transitions between commercial uses to the south and suburban neighborhoods to the north and east. The proposed Minor Amendment to the General Plan is consistent with the following visions, values and goal statements. The City's vision, value and goal statements are listed with each response as to how the Project is consistent with stated policies.

II. Guiding Principles

The General Plan, a guiding tool for development within the City, establishes the basis and process for planning in Scottsdale today. The CityShape 2020 comprehensive review of the General Plan established six guiding principles to be utilized when determining if a proposed land use is appropriate. These guiding principles include: 1) Preserve meaningful open space, 2) Enhance neighborhoods, 3) Seek sustainability, 4) Support economic vitality, 5) Advance transportation and 6) Value Scottsdale's unique character and lifestyle.

This section contains a discussion of each of the General Plan's guiding principles, the goals and approaches associated with each principle and a response demonstrating how the proposed amendment is in harmony with the elements of each guiding principle.

A. Value Scottsdale Unique Character & Lifestyle

The City Shape 2020 process determined that two factors make Scottsdale a good place to live and work, "character" and "quality". The guiding principle of character and lifestyle relies on design standards, community character, development review, historic and archeological preservation and arts and culture to ensure that development reflects high degrees of character and quality – continuing to make Scottsdale an exceptional place in which to live, work and visit.

i. Character and Lifestyle

Seven goals and approaches are enumerated in the Character and Lifestyle section of this guiding principal. Each one is listed below with an explanation of how the Project achieves the goal and approach.

1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

Response: The Project will reflect Scottsdale's southwestern desert heritage, its' unique position in the larger metropolitan Phoenix region and provide appropriate buffering to reinforce the existing character of the surrounding neighborhoods.

The proposed site plan has been thoughtfully developed to provide appropriate linkages to meaningful open space, to preserve sensitive view and scenic corridors, and to provide the foundation on which pedestrian friendly commercial and residential improvements can be built.

The Property is designated a Resort Village Character area. These areas contain a variety of tourist accommodations, office, retail, recreation uses, and compatible high amenity residential uses.

2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

Response: All site plan and building elevation designs for the Project will be reviewed and approved by the City's Development Review Board. The Property's unique history and relationship to the surrounding uses and neighboring communities will be reflected in the built environment. The Property is subject to the City's Environmentally Sensitive Lands Ordinance ("ESL") and these sensitive design principles will be employed to provide the highest level of quality and character.

The Project will consist of harmonious architectural and site design to provide high quality character unique to the Project. This thematic design provided in a small master planned component of this size will unify the Project and increase the already high level of character established in the area.

3. Identify Scottsdale's historic, archaeological and cultural resources, promote an awareness of them for future generations, and support their preservation and conservation.

Response: The Property is not designated as historic, archeologically or culturally significant and correspondingly no extraordinary preservation or conservation is necessary when determining the appropriateness of this General Plan Amendment.

4. Encourage "streetscapes" for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area.

Response: This project will be formed from a larger parcel that fronts Scottsdale Rd. As part of that development (DRB case #692-PA-05), the Scottsdale Rd. Scenic Corridor will be constructed as outlined in the city's guidelines.

5. Build upon the significant role the arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

Response: Public Art is not anticipated to play a significant role in the identification and architecture of the Project. Art may be integrated into the common areas and private/semi-private areas of the Project.

6. Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.

Response: The property once was the location of the Fred Graham Studios, where TV serials were filmed in the late 1960's and 1970's. The buildings were removed in the late 1980's and early 1990's leaving a heavily disturbed site including a 10 ft deep pit. This proposal preserves what little bit of natural desert exists and will restore disturbed areas so that meaningful landscaped open space can weave the Project.

7. Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.

Response: The 2000 I.E.S. standards will be maintained while lighting at the appropriate scale and wattage will certainly serve as an improvement to the existing condition. Lighting will be appropriately designed given the context of the area, with particular attention being paid to the adjoining residential use located north and east of the site.

ii. Land Use

Land planning must reflect a balance of uses, located in appropriate locations, to support and sustain long term prosperity. There are nine goals and approaches within the Land Use section of the Character and Lifestyle guiding principle of the General Plan that this application satisfies.

1. Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

Response: Scottsdale is strengthened by its land uses that contribute to the character, quality of life and economic base of the community. A key component to maintaining the character and quality of environments is to provide adequate and appropriate land use transitions. The existing suburban residential area north of the project currently abuts a commercial use. This proposed change to the General Plan will provide a transition from the existing Suburban Land Use to the existing Commercial Land Use south of the project.

2. Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.

Response: With a Residential Land Use designation, the project will have a reduced affect on the existing regional networks than if the current Commercial Land Use were utilized by having a lesser traffic generation and the residential use by its nature allows greater flexibility in the site planning which allows for existing on-site drainage patterns to be maintained.

3. Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

Response: The Project appropriately provides excellent transition of land uses. It achieves this goal by proper placement of abutting land uses, and externally by taking into consideration the adjacent off-site uses. The southern boundary of the Project is adjacent to heavy commercial land uses. Future office commercial uses are planned on the western boundary of the Project. The proposed project will provide a transition from these commercial uses to the existing Suburban neighborhood to the north and east. The Project acknowledges and implements the goals of diversity in residential uses.

4. Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

Response: The projects residential component is "density-appropriate" given the size of the development and the existing and proposed built environment.

The integration of residential and the adjacent commercial/employment uses supports the jobs/housing balance sought both on a citywide scale and on a local scale at the appropriate locations.

5. Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

Response: With the Property's close proximity to Scottsdale Road, where a combination of public transportation, pedestrian and bicycle trails and alternative methods of travel, this site is perfectly situated for the proposed residential development vis-à-vis its relationship with the adjacent commercial core.

Furthermore, the General Plan seeks to provide a balance of live, work, and play land uses in development densities that enable convenient non-automotive trips. Adjacent to existing a major shopping center the Property is a superior land use to more commercial uses and provides an appropriate transition from commercial uses to the suburban residential uses to the north and east.

6. Promote land use patterns that conserve resources such as land, clean air, water, and energy and serve all people within the community.

Response: As an infill project, the development of the Property will take advantage of existing wet and dry utilities and of infrastructure. The close proximity of complimentary land uses to support a live, work, play environment helps promote the conservation of clean air, clean water and energy to the benefit of the entire community.

7. Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

Response: The project integrates neighborhoods into the physical environment by providing open space networks and significant buffering between commercial and residential uses. The property was originally used as part of the Carefree Film Studio. A large 10 ft deep pit was excavated at that time and much of the existing vegetation was disturbed or removed. Much of the scarred land will be “healed” with creation of newly landscaped areas restoring the Sonoran Desert vegetation to the property.

8. Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.

Response: Directly south of this project, the existing Summit at Scottsdale provides retail, restaurant, office and employment opportunities for the residents. To the southeast, the City has a planned branch library. The proposed residential land use provides for housing stock necessary for a work force that both support and take advantage of the existing commercial and municipal uses

9. Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.

Response: As stated above, the mix of land uses, at the proposed densities and intensity is ideal. This balance, to be developed with high-quality architecture and amenities, will invigorate the area while respecting adjacent neighborhoods and abutting existing commercial operations.

B. Support Economic Vitality

Scottsdale’s lifestyle and identity are dependent on economic vitality. This guiding principle addresses costs and benefits of development and corresponding land uses.

1. Sustain and strengthen Scottsdale’s position as a premier international and national tourism destination and resort community.

Response: Located near the premiere upper Sonoran Desert resorts and communities, the Project is poised to support and sustain the destination resort market coveted by Scottsdale. The commercial retail component of the Project has been purposely located at the intersection of Pinnacle Peak Road and the City’s namesake street. This neighborhood scale commercial retail site will include specialty retail to provide goods and services on an upscale level to support and entertain the visiting tourist and local consumer.

2. Encourage and maintain a high level of diverse, quality retail and entertainment activity in Scottsdale that supports the needs of Scottsdale’s residents and visitors.

Response: By locating the proposed residential development adjacent to the existing commercial core, the existing retail and entertainment can be directly accessed by residents helping to keep consumer spending localized in the vicinity of this commercial core.

3. Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.

Response: As an infill project, the City's burden to provide infrastructure, physical amenities and services is not adversely impacted. The sales tax generated by a commercial office use versus the townhouse use of the proposed residential use is negotiable as indicated in the land use model for analysis attached hereto.

4. Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale's lifestyle.

Response: The General Plan identifies the need to support companies that are integral to the new economy. Additionally, specific economic sectors are targeted for expansion including medical and healthcare services, biomedical research and development and technology related research and development. Given the physical constraints of the size of the Property and the City's commitment to fostering new economic activities and employment opportunities in the "new economy", which is heavily based on technology, research and development, the Property is better utilized to provide housing stock for those "new economy workers" who will staff the larger and potentially subsidized research and development/office developments that have been designated in other areas of the City (Perimeter Center, 101 Corridor, Scottsdale Airpark, etc.).

5. Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods.

Response: The proposed change in land use designation accomplishes this goal and approach by integrating a higher density residential land use into an existing area that is developed with lesser residential densities, while eliminating that land area from potential more intrusive land uses such as retail commercial.

6. Maintain and develop partnerships that will support and promote quality employment and business opportunities.

Response: The Project with 120 dwelling units provides an opportunity for consumers (a) to support the local retail businesses and (b) to provide housing stock for employees in this sub area of the City.

7. Sustain the long-term economic well being of the City and its citizens through redevelopment and revitalization efforts.

Response: This goal specifically encourages the renovation and reuse of underutilized parcels. Quality housing is a supporting factor of this goal. As an infill project the development of the Property could be considered as revitalization, taking an otherwise passed over and undevelopable (in the eyes of the market) and transforming it into a sustainable and vital development positively impacting the area.

C. Enhance Neighborhoods

Community involvement, housing and neighborhoods constitute this guiding principles contribution to the City's vision articulated in City Shape 2020. Proposed land use changes and ultimately development is intended to satisfy the goals and approaches to follow.

i. Community Involvement

1. Seek early and ongoing involvement in project/policy-making discussions.

Response: Prior to submission of this application, the development team met with the City's professional staff. A Citizen Outreach Team ("COT") is actively visiting the surrounding property owners, local businesses and the neighboring school district. This was, and is, being done to both familiarize the community with the breadth of the Project and to incorporate feedback and suggestions into the development plan as it continues to evolve.

2. Proactively seek community-wide representations on issues through vigorous outreach programs that engage citizens who are not typically involved.

Response: The benefit of a dedicated COT is that through a variety of communication tools, including door-to-door visits, the COT can avail themselves to residents and property owners within a large radius around the Project to ensure comprehensive input and feedback regarding the Project. The COT will engage in regular pre-scheduled neighborhood and homeowner's association contacts to ensure that continuous updates and ongoing dialogue is maintained.

3. Publish and process City issues in a manner that is relevant to citizens' daily lives and personal and professional interests.

Response: As a minor amendment to the City's General Plan, this application will be discussed using numerous public forums including a required remote hearing near the Property and multiple public hearings at City Hall, as well as several voluntary contacts and forums.

4. Accept and respond to new ways of communicating and new technologies.

Response: The City's citizen participation program outlines the minimum notification requirements. We intend to exceed those minimums by coordinating with City staff and utilizing the COT. Mediums like electronic mail will be enlisted in addition to the comprehensive door-to-door visits already planned and underway.

5. Make available facts and information about community issues to increase understanding and insight into the complexity of challenges that affect the community.

Response: The COT is dedicated to collecting community feedback. This outreach allows community feedback to travel quickly to the appropriate party and provides for rapid responses.

ii. Housing

1. Preserve the quality of existing dwellings and neighborhoods so that people will find our community a healthy, safe and attractive place to call home today and into the future.

Response: While this goal principally applies to the preservation of existing, mature neighborhoods, we believe the Project contributes to this goal by supporting nearby residential and augmenting the area by adding substantial character and quality of life. As a redevelopment/infill project, the Project's residential development will incorporate modern planning principles that seek long-term sustainability.

2. Seek a variety of housing options that blend with the character of the surrounding community.

Response: The Property is located in an area which was developed in the 1980's and 1990's and as an infill versus redevelopment project, helps to reinforce the existing general land use character of the area which contains a predominantly residential land use.

3. Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.

Response: The housing mix contemplated in the Project is intended to provide senior living options, live/work/play opportunities, and traditional suburban housing. The housing mix and overall design of the Project spans all generations and encourages relationships amongst all ages through interaction.

4. Encourage housing development that provides for “live, work, and play” relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.

Response: With the projects adjacency to an existing commercial uses, retail to the south and the proposed office immediately to the west, the project reinforces for this opportunity.

5. Encourage the investment of resources and use of existing and future tools to promote the revitalization of Scottsdale’s older neighborhoods and adaptation of dated housing stock.

Response: No aged housing inventory is impacted by this application.

6. Encourage the increased availability and integration of a variety of housing that supports flexibility, mobility, independent living, and services for all age groups and those with special needs.

Response: The Project’s design incorporates traditional housing product with the addition of an upscale senior living component. This inter-generational mix of housing supports this goal and serves to support other special needs by locating necessary goods and services within easy and convenient access to residents and workers within the Project. The balance of residential and commercial uses within the Project should serve to reduce unnecessary automobile trips.

iii. Neighborhoods

1. Enhance and protect diverse neighborhoods so they are safe and well maintained.

Response: The Project is particularly complimentary of this goal and approach as the Property is an infill parcel which takes advantage of existing public resources, utilities and infrastructure while providing a significant housing opportunity.

2. Use redevelopment and revitalization efforts to provide for the long-term stability of Scottsdale’s mature residential and commercial neighborhoods.

Response: The Project will revitalize the site and as the general area matures, provide greater stability vis-à-vis the mix of land uses. The existing use of the Property is less able to accomplish this goal.

3. Sustain the long-term economic well being of the City and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

Response: Development of the Property represents the addition of approximately 120 new dwelling units which will support and invigorate the existing population base that supports the adjacent existing commercial core.

4. Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

Response: The Project’s development plan will ensure, via comprehensive site planning and architecture, so that the goal enumerated above will be achieved. The Property is not within a designated Neighborhood Plan. However, the General Plan specifically states that new development in established areas should be encouraged to develop and ensure context appropriate development that supports the surrounding areas.

5. Promote and encourage context-appropriate new development in established areas of the community.

Response: Given the variety of land uses adjoining and in the immediate vicinity of the Property (commercial retail, existing and planned), commercial office, low to medium density housing),

the Project reflects the context in which it is located. The Project takes the abutting and surrounding uses into consideration.

D. Open Space

This guiding principle addresses City and community-wide aspirations of maintaining Scottsdale's meaningful open space heritage and desert preservation.

i. Open Space and Recreation

1. Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

Response: The Property, surrounded by existing development and to be constructed on a previously developed site, does not contain onsite significant natural elements nor is in the context of an undisturbed natural environment. However, the Property helps promote and support use of existing open space and amenities provided by local urban parks and open space areas.

2. Manage a comprehensive open space program that is responsive to public need, delivers high quality customer service, and exemplifies the City's commitment to leadership in environmental affairs.

Response: This goal and approach concerns itself primarily with larger planning issues and master planning. Satisfaction of this goal and approach is accomplished by the proposed development by providing housing for citizens to take advantage of existing open space opportunities and by locating consumers next to adjacent commercial retail.

3. Acquire and develop open space identified (by the City Council) as high priority through land dedication or purchase.

Response: This goal is primarily related to trust lands. New sales and property taxes will be generated by the Project and will directly support this effort.

4. Encourage and cooperate with other governmental agencies to preserve and protect regional open space and to acquire, develop, maintain and operate regional facilities that are available to people who live, work or visit the City of Scottsdale.

Response: Close coordination with the appropriate governmental agencies is anticipated as the development process occurs. Significant cooperation and coordination will be necessary in order to ensure that roadways, drainage solutions, landscaping, etc. are planned, constructed and maintained to high standards.

5. Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.

Response: The proposed development provides housing in an area of the City where existing open space and recreational facilities can be taken advantage of and provides additional per capita spending to support the tax base used to pay for the development and maintenance of recreational facilities and services.

6. Cooperate with and support the school districts that serve Scottsdale to be able to continue access to school sites and facilities for suitable, safe, and consistent recreational use and enjoyment.

Response: The sites close proximity to the proposed municipal branch library and open space, is ideally suited to be developed with multifamily residential land use by providing close and convenient access to this recreational amenity.

7. Provide attractive, well-maintained community recreational and park facilities that serve the entire community.

Response: Development of the Property with the multifamily residential land use does not directly further this goal and approach. However, indirectly through development impact fees, construction, taxes and revenue generating devices within the City, revenues are provided to meet the aforementioned goal and approach.

8. Provide access to educational, recreational, and cultural services for all residents.

Response: Development of the Property with the residential land use supports this goal and approach by providing housing to individuals and families that will be located within walking distance to a municipal branch library.

ii. Preservation and Environmental Planning

1. Acquire the land within the Recommended Study Boundary of the McDowell Sonoran Preserve to create an integrated desert open space system linking open spaces in Scottsdale with open spaces adjacent to Scottsdale.

Response: By promoting infill development and by placing residential housing stock immediately adjacent to commercial retail land uses and municipal facilities, the ability to conserve fossil fuels is enhanced.

2. Enhance the quality of life in Scottsdale by safeguarding the natural environment.

Response: The development site plan has been developed to preserve what little bit of natural desert still exists and to revegetate the remaining scarred areas.

3. Achieve a sustainable balance between the conservation, use and development of Scottsdale's natural resources.

Response: Appropriate residential densities help create a critical mass where recycling programs and other environmentally friendly activities are even more successful.

4. Reduce energy consumption and promote energy conservation.

Response: Current building codes, energy codes, and other conservation efforts may be incorporated into the Project.

5. Conserve water and encourage the reuse of wastewater.

Response: The City's requirements will be adhered to. Low-water plant materials will be integrated into the Project.

6. Ensure the quality of our groundwater and surface water supplies.

Response: No land uses that would have a deleterious effect on surface or groundwater are proposed.

7. Promote local and regional efforts to improve air quality.

Response: The adjacency of the Project to existing commercial uses should reduce vehicle miles traveled and correspondingly improves air quality.

8. Maximize resource recovery and reuse, and promote recycling and promote the use of recycled, recyclable, and renewable materials.

Response: While existing improvements on the Property do not incorporate the elements and construction materials contemplated by this goal, alternative materials and construction techniques will be discussed in the design phase.

9. Protect and conserve native plants as a significant natural and visual resource.

Response: The property is within the ESL overlay, it is our intent to preserve as appropriate and integrate existing native vegetation into the open space of the Project.

10. Encourage environmentally sound “green building” alternatives that support sustainable desert living.

Response: These options will be explored in the design phase.

E. Seek Sustainability

i. Cost of Development

1. Present quick tabular and graphic analyses and reviews to city elective and appointive bodies and the general public by using fiscal impact modeling.

Response: See the land use impact analysis attached.

2. Assign a staff liaison from each City department to participate, on an as-needed basis, with the primary management team of a fiscal impact model.

Response: This is at the City’s discretion and control.

3. Conduct City department evaluation, planning, and budgeting for existing and future levels of public service operations and the development of infrastructure and capital facilities by the use of fiscal impact modeling.

Response: This is at the City’s discretion and control.

ii. Growth Areas

1. Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

Response: As an infill project, at the appropriate density, the City’s ability to provide solid waste collection, recycling and disposable delivery is preserved as each of these services are already provided around the Property. By developing the Property as an infill project, the City’s cost for service are absorbed better than if the Property were developed in one of the outlying sections of the City that would require the City to expend additional economic resources to provide such services.

2. Make automobile, transit and other multimodal circulation more efficient.

Response: As an infill project within an already developed area consisting of a significant percentage of low to medium density residential development and commercial uses, the City’s ability to provide services under an efficient cost structure takes advantage of the economy scale that exists already. Further, the City’s ability to provide fire, police and paramedic services is not burdened as this area is already serviced and effectively has the capability of absorbing the impact of the proposed development.

3. Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside the growth areas.

Response: The project meets these requirements as previously described.

4. Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and fiscal planning that is coordinated with development activity.

Response: The infill nature of the Project will serve as a link of development along the border of Scottsdale and Phoenix.

5. Identify legal mandates and policies concerning future growth, development, revitalization, redevelopment, and expansion of public infrastructure and facilities, services and crime prevention within the municipal boundaries.

Response: This goal does not appear to apply to this request.

6. Integrate public (civic) art into the visual character of designated growth areas.

Response: See previous response.

7. Promote development timing that is guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.

Response: N/A

F. Advance Transportation

This section of the General Plan addresses mobility choices to provide alternatives to the automobile and to increase accessibility, improve air quality, enrich the community and its neighborhoods, and contribute to the community's quality of life. There are twelve goals and approaches identified in the Community Mobility Section of the General Plan. In general relate to protecting the function and form of regional air and land corridors, protecting the physical integrity of regional networks to reduce the number, length and frequency of automobile trips. Additionally, this section of the General Plan seeks to prioritizing regional connections to safely and efficiently move people and goods beyond City boundaries, to relieve traffic congestion, to optimize mobility, maintain Scottsdale's high esthetics, emphasize live, work and play opportunities, and to protect neighborhoods from the negative impact of regional and citywide networks.

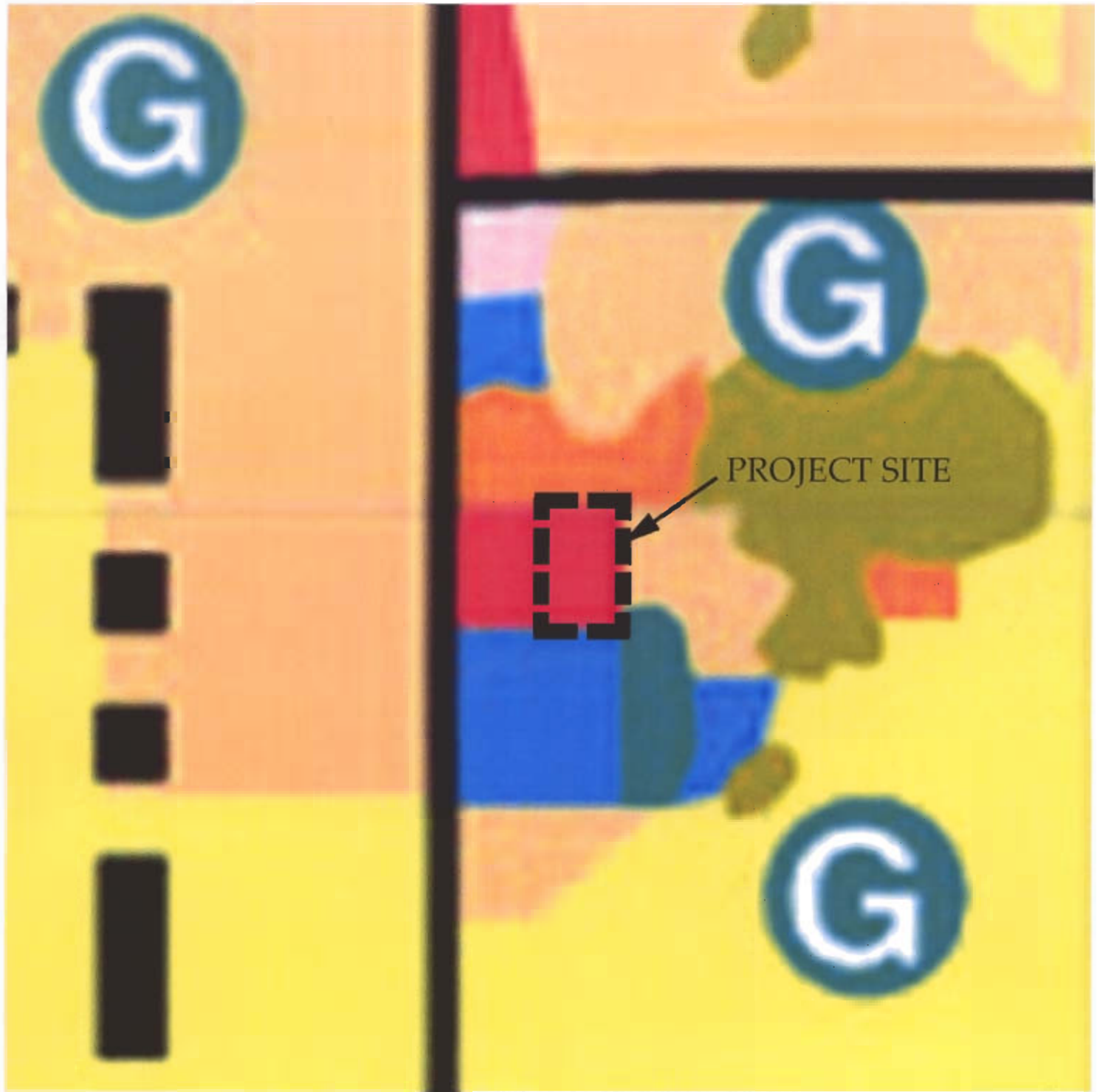
Finally, the General Plan recognizes that there is diversity throughout the neighborhoods of the City and that each neighborhood may, in fact, have different mobility needs.

First and foremost, and as stated throughout this narrative, the infill nature of the proposed development, provides an excellent opportunity to place housing at the appropriate density adjacent to and easily within walking distance of retail goods and services, professional services, recreational opportunities, educational opportunities, and is ideally suited for this area.

In the larger regional context, locating the residential land use on the Property, with its proximity to Scottsdale Road, necessary automobile trips can quickly and efficiently access these two major arterials which allows for the efficient transportation of individuals both throughout the City and throughout the larger metropolitan Phoenix area as a whole.

III. Conclusion/Summary

In summary, each element of the General Plan provides goals and approaches which, when satisfied, provide the basis for a change in the Land Use Map of the General Plan. This application, which seeks to change the General Plan designation of the Property from Office to Urban Neighborhoods, quite clearly satisfies virtually every goal and approach identified in each element of the General Plan which is applicable to this site.



EXISTING GENERAL PLAN DESIGNATION

Rural Neighborhoods	Commercial	McDowell Sonoran Preserve (as of 8/2003)
Suburban Neighborhoods	Office	Recommended Study Boundary of the McDowell Sonoran Preserve
Urban Neighborhoods	Employment	City Boundary
Mixed-Use Neighborhoods	Natural Open Space	Location not yet determined
Resorts/Tourism	Developed Open Space (Parks)	
Shea Corridor	Developed Open Space (Golf Courses)	
Mayo Support District	Cultural/Institutional or Public Use	
Regional Use District		



DOVE VALLEY TOWNHOMES
PREPARED FOR: REX CORPORATION

15-GP-2005

11-18-05



PROPOSED GENERAL PLAN DESIGNATION

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| Rural Neighborhoods | Commercial | McDowell Sonoran Preserve (as of 8/2003) |
| Suburban Neighborhoods | Office | Recommended Study Boundary of the McDowell Sonoran Preserve |
| Urban Neighborhoods | Employment | City Boundary |
| Mixed-Use Neighborhoods | Natural Open Space | Location not yet determined |
| Resorts/Tourism | Developed Open Space (Parks) | |
| Shea Corridor | Developed Open Space (Golf Courses) | |
| Mayo Support District | Cultural/Institutional or Public Use | |
| Regional Use District | | |



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